

TITLE: MEDIA EXCHANGE NETWORK
SUPPORTING VARYING MEDIA GUIDE
BASED ON VIEWING FILTERS
INVENTOR: Karaoguz, et al
APPLICATION NO.: unassigned,
CONF. NO. ; DOCKET NO. 15025US02
ATTORNEY: KEB, PHONE: 312-775-8000

-122 -121 Personalized Personalized My Wife's TITLE: MEDIA EXCHANGE NETWORK SUPPORTING VARYING MEDIA GUIDE BASED ON VIEWING FILTERS INVENTOR: Karaoguz, et al APPLICATION NO.: unassigned, CONF. NO. ; DOCKET NO. 15025US02 ATTORNEY: KEB, PHONE: 312-775-8000 View View My Fig. 1B User Interface Media Guide 120-My daughter's Personalized Personalized My son's View View 123-

remote control 2 thumbs up 1 thumb up Sub-menu Sub-menu Chinese 3 stars Spanish Korean 2 stars English French 1 star ₹ TITLE: MEDIA EXCHANGE NETWORK SUPPORTING VARYING MEDIA GUIDE BASED ON VIEWING FILTERS INVENTOR: Karaoguz, et al APPLICATION NO.: unassigned, CONF. NO. ; DOCKET NO. 15025US02 ATTORNEY: KEB, PHONE: 312-775-8000 SCREEN 2 Reviewer Rating Weekdays Stop Time Language Media Channel Filter Setup 7:30AM English 1-star Day Media Channel Type **Industry Rating** 130 Start Time 5:00 AM Dad AM Science Jser O PG-13/TV-13 Shopping Sub-menu Financial Personal Daughter's Saturdays G/TV-G PG/TV-PG Science Not Rated Sports Sub-menu News Son's weekend Son's weekday Daughter PM Wife's AM Sub-menu Dad PM Dad AM New

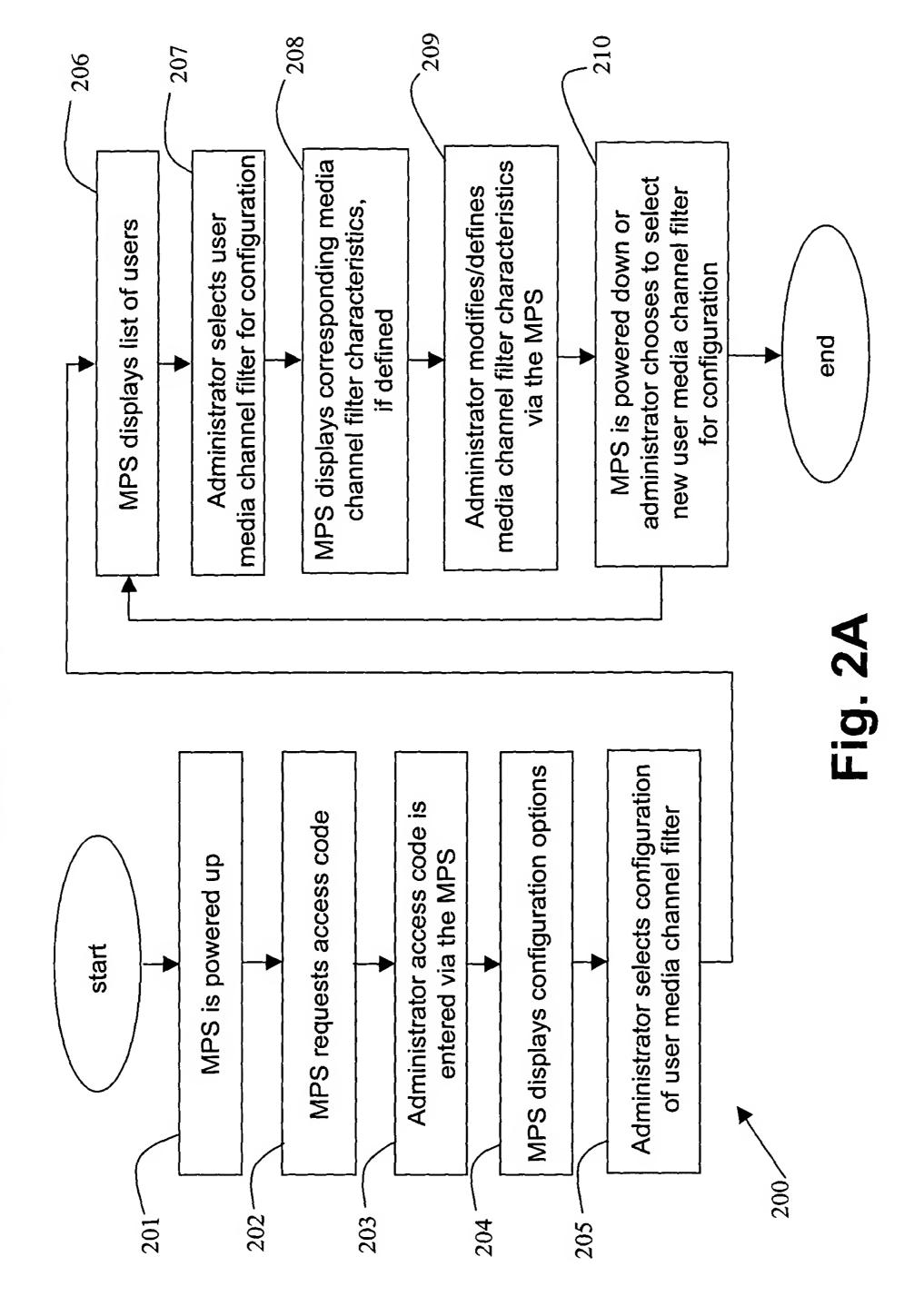
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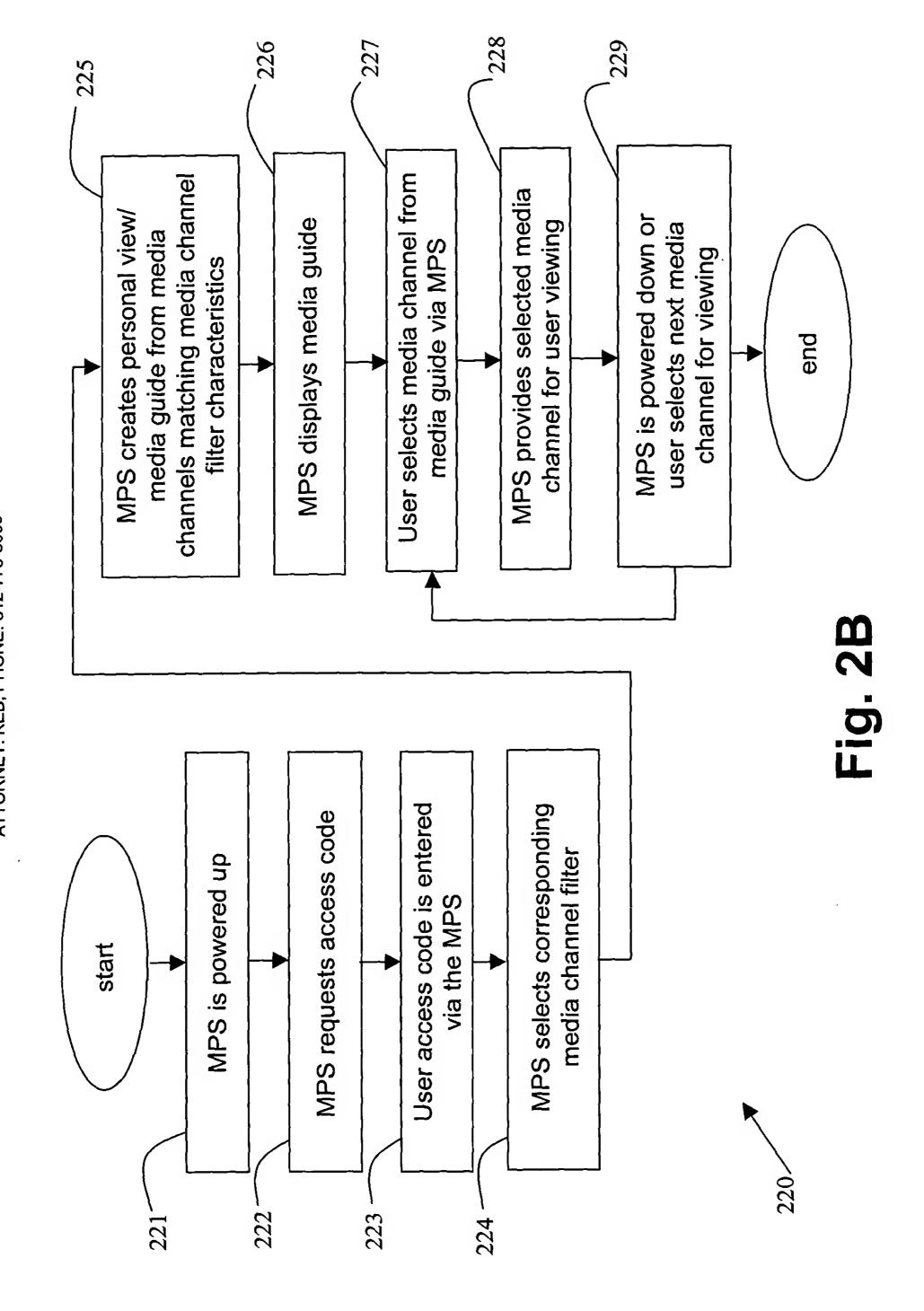
USER	Start Time	Stop Time	Channel Type	Language	Industry Rating	Reviewer Rating
Dad AM	5:00 AM	7:30 AM	Financial	English	Aii	₹
Dad PM	7:30 PM	11:00 PM	Science	English	Ali	₩ F
Wife's AM	6:00 AM	8:30 AM	Exercise	English	All	3 stars
Son's weekday	6:00 AM	10:00 PM	Education English	English	PG-13	All
Son's weekend	11:00 AM	12:00 PM	Sports	French	PG-13	All
Daughter's Saturday	8:00 AM	10:00 AM	Travel	Spanish	PG	4 stars
Daughter's evening	6:00 PM	10:00 PM	Cartoons	English	PG	4 stars

Fig. 1D

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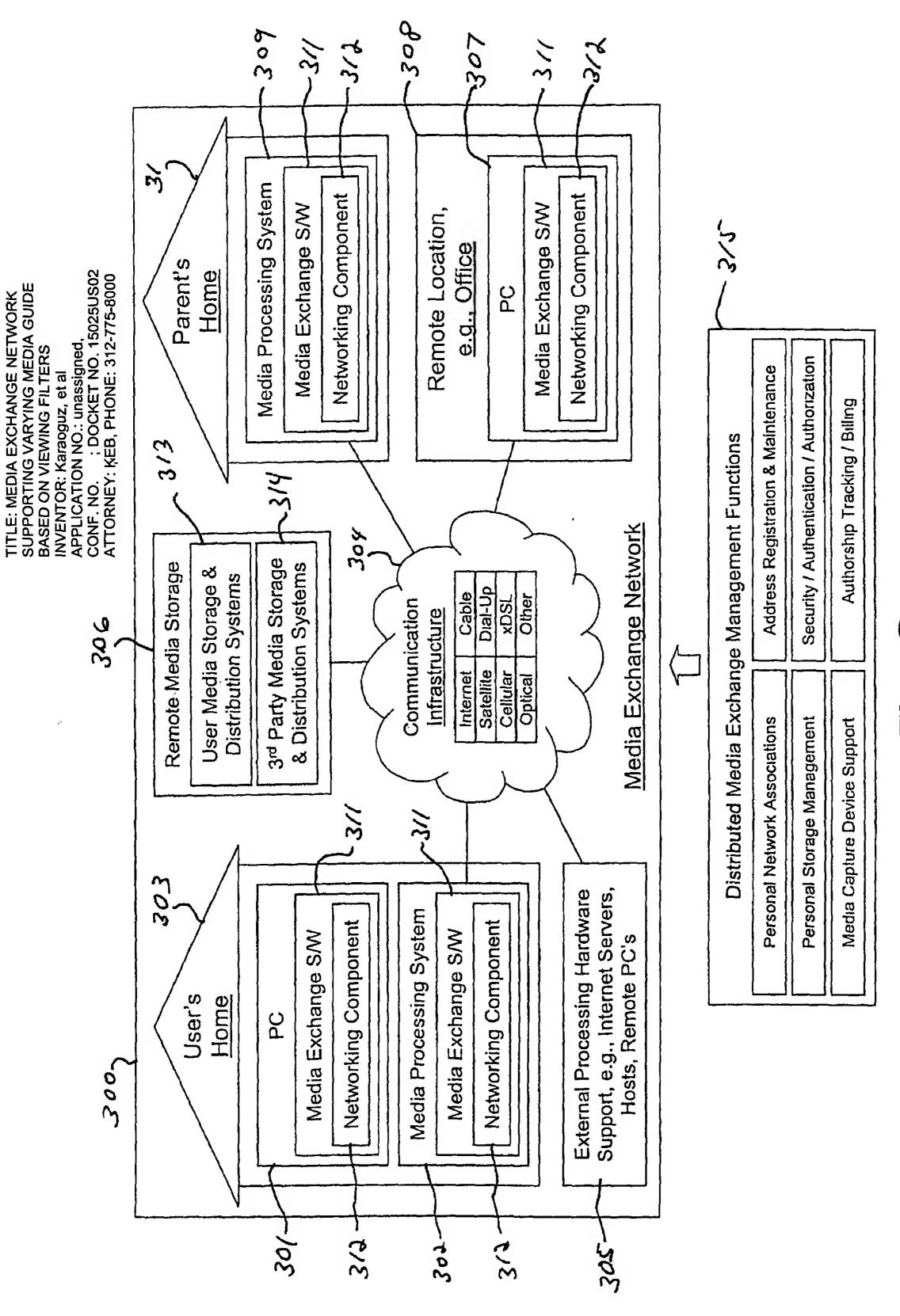


Fig. 3

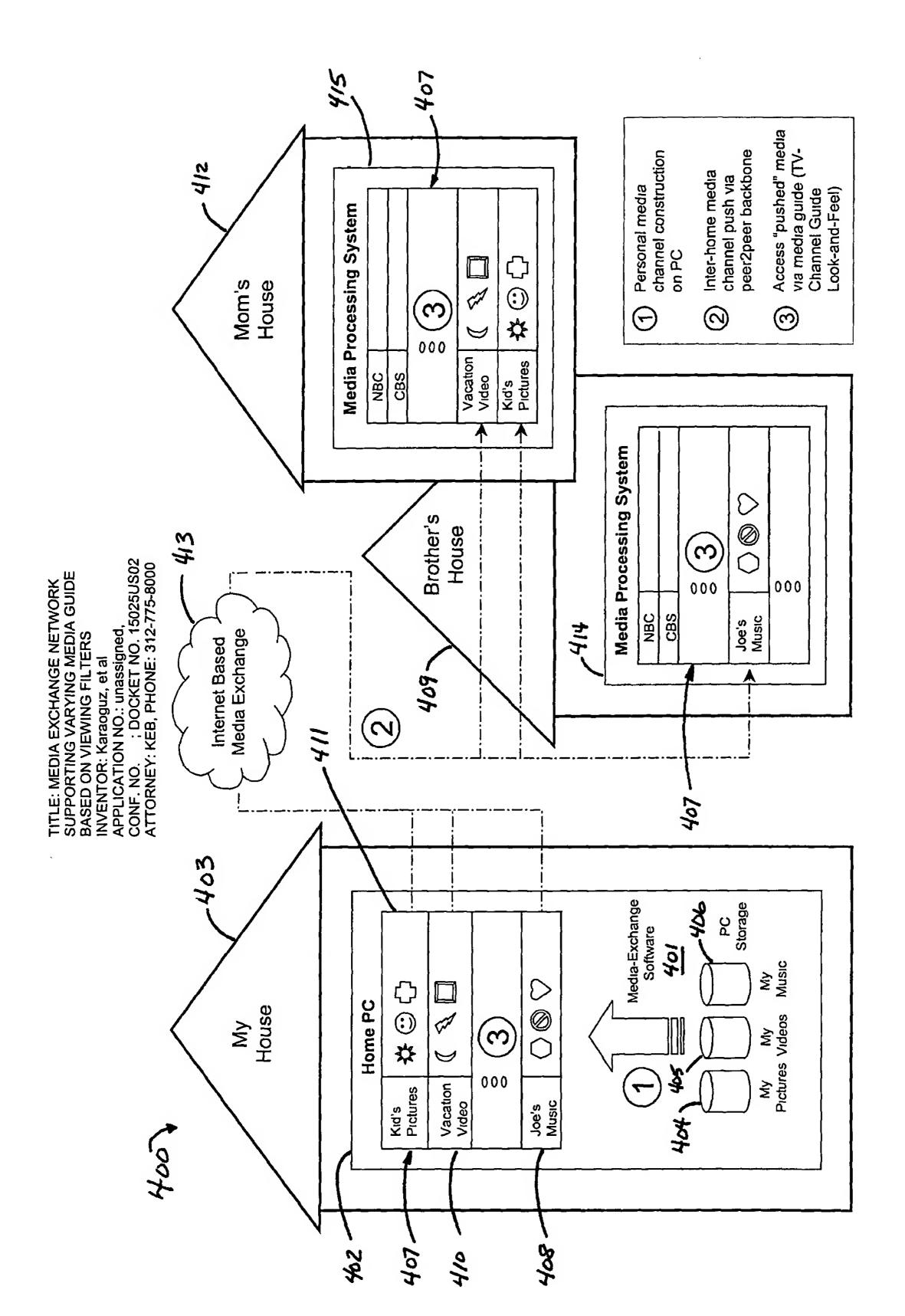
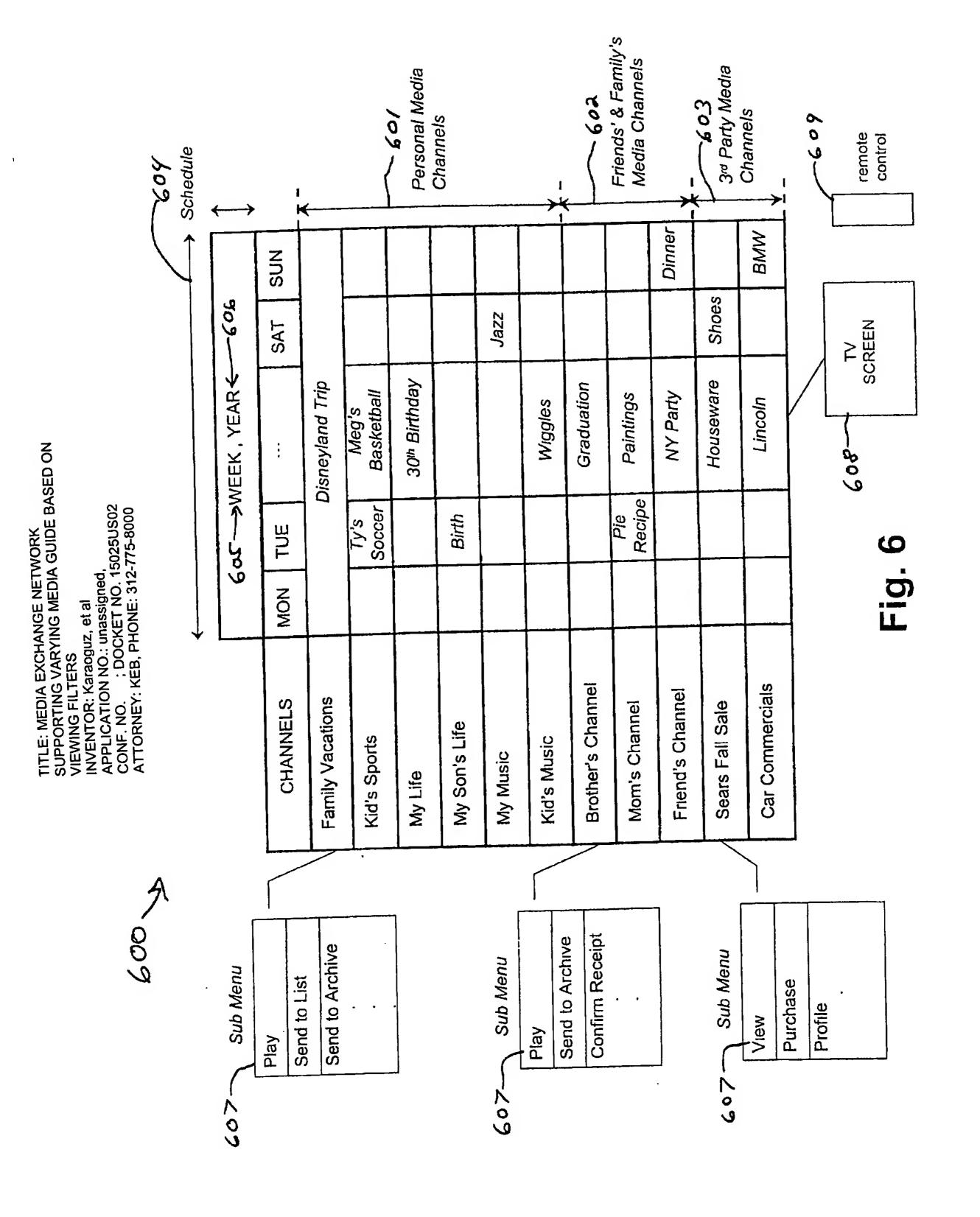


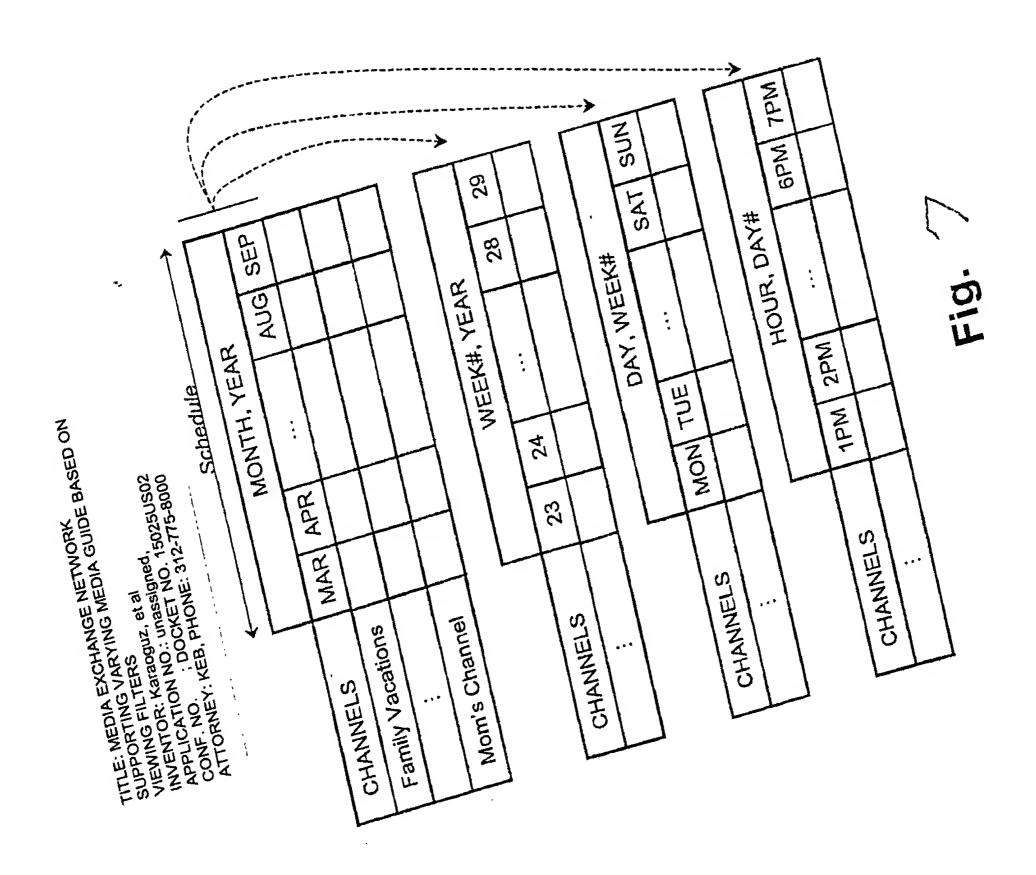
Fig. 4

506 507 screen 7 Misc (m System Canon ZXc Fall Designs Media Processing Remote DSC-85 (M 000 Best Buy Cameras J Crew Sales 508 NBC CBS 508. 505 Delivered 3rd Party "Remote Contol" initiated service: "Remote Control" code keying 502 Media Content media/channel request via 503 3rd party media channel access via media guide broadcast correlation or 3rd party media channel (Anonymous) 3rd party Request and deliver (TV-Look-and-Feel) Media Guide User interface PC Exchange Media Sys 501 0 <u>@</u> **(4)** access via media guide 3rd party media channel via exchange network "PC" initiated service (TV-Look-and-Feel) Anonymous delivery Request 3rd party Internet Based Media Exchange media/channel 3rd Party Channel Content 500. <u>ල</u> <u>(0</u> 0

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Fig. 5





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L	FAMILY VACATIONS							
<u> </u>	KID's SPORTS							
<u> </u>								
	VACATION in ALASKA VIDEO	70g/	Normal Estin 2 hrs 13 min Cost: 59c (w	Normal Estimated Delivery 7 2 hrs 13 min Cost: 59c (without Queuing)	Normal Estimated Delivery Time: 2 hrs 13 min Cost: 59c (without Queuing)	Showing All Day (48 Min), Earliest Order Time: 4.00PM MPEG-2 1.5 Mbps	in), 30PM	
	VACATION in ALASKA VIDEO	903	Express 18 min Cost: \$1	Express Estimated Deliver 18 min Cost: \$1.2 (with Queuing)	Express Estimated Delivery Time: 18 min Cost: \$1.2 (with Queuing)	Showing All Day (48 Min), Earliest Order Time, 4:00PM MPEG-2 4 Mbps	in), 30PM	
	VACATION in ALASKA VIDEO	708	Overnig Avail N Cost: 50	Overnight Deltvery: Avail Nxt Morning Cost: 5c (Server Stored)	ored)	Showing All Day (48 Min), Earliest Order Time: 4:00PM MPEG-2 19 Mbps	in), 00PM	

Fig.

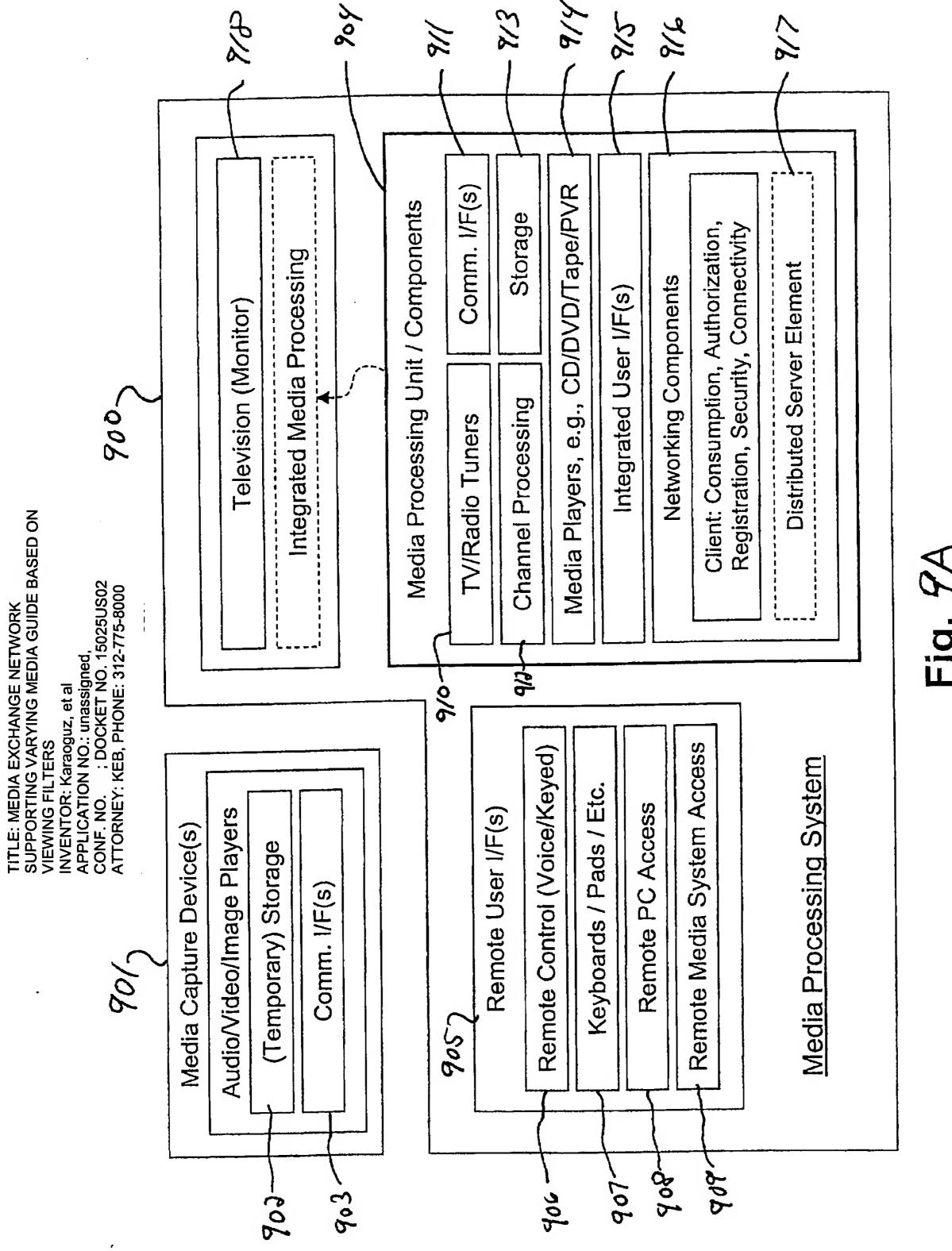
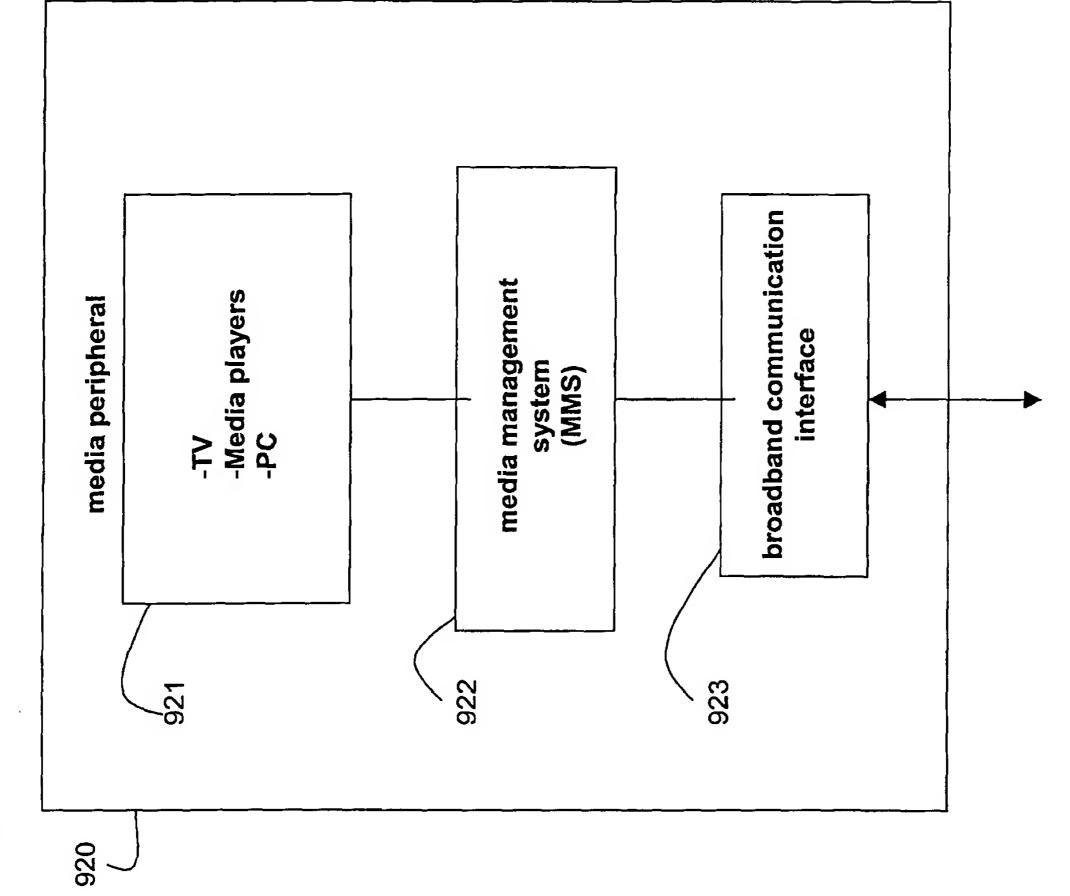
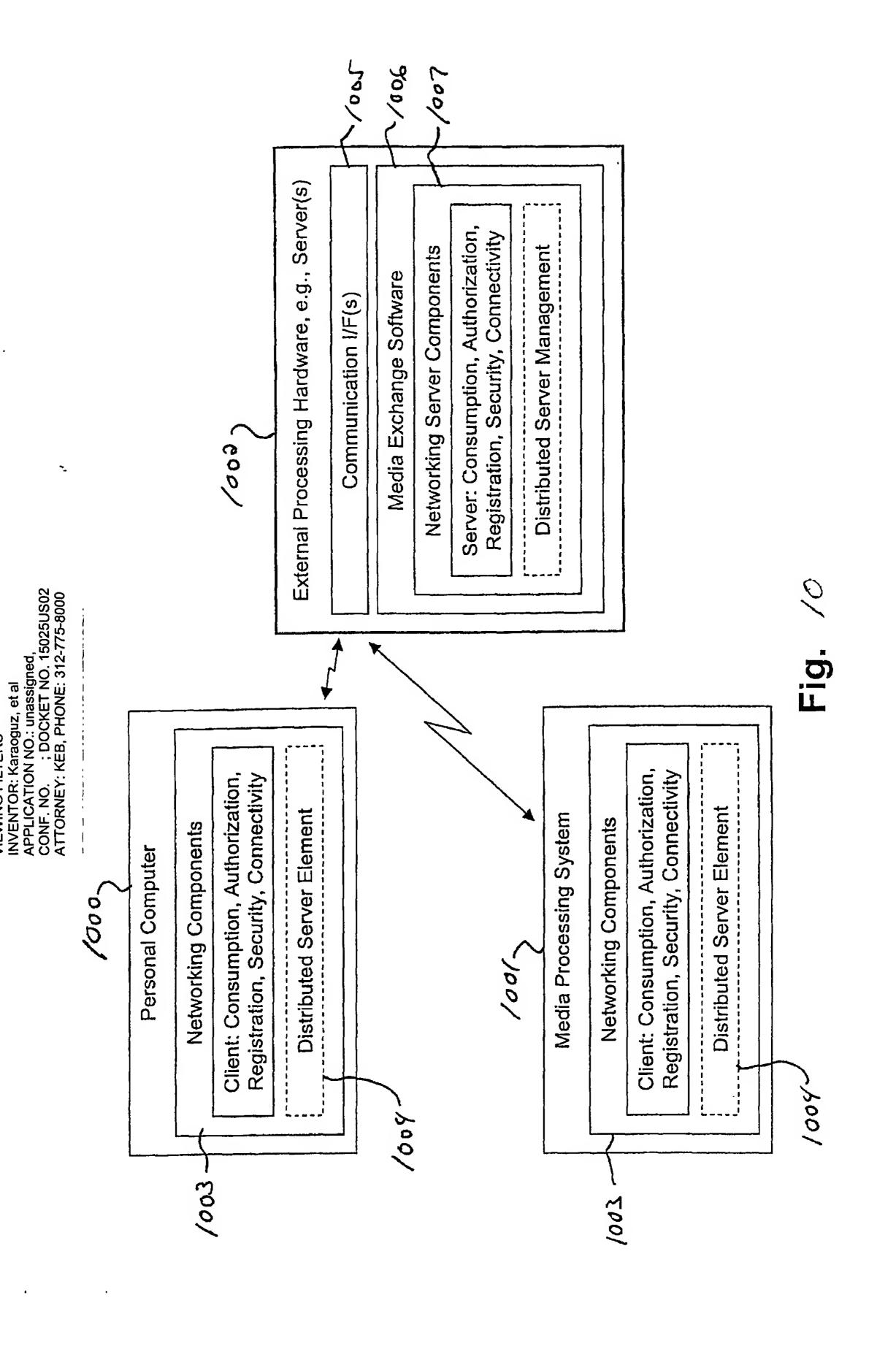


Fig. 8A

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